



**GUJARAT
TECHNOLOGICAL
UNIVERSITY**

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E-Newsletter



July 2025 - December 2025 Volume 6 Issue 2

About GSMS

GTU School of Management Studies (GSMS) established in the Academic Year 2017-18 with M. Phil in Business Management and Post Graduate diploma in Digital Marketing. With a view to provide quality education in the field of Global Business, GSMS started AICTE (All India Council for Technical Education, New Delhi) approved MBA (International Business) from the Academic Year 2018-19. With a view to provide support to Student Start Up and Innovation, GSMS launched AICTE approved MBA (Innovation, Entrepreneurship and Venture Development) from the Academic Year 2019-20. GSMS also enrolls full time International Students (sponsored by ICCR) for its various Programs including Ph.D. From the Academic Year 2022-23, GSMS has launched two new programs, namely - Bachelors of Business Administration (BBA) and Post Graduate Diploma in Hospital Management. The BBA program of GSMS is offered as per National Educational Policy (NEP) 2020 and approved by AICTE. It focuses on skill development of students. From the Academic Year 2025-26, the institute has also launched an AICTE approved MBA (FinTech) program to cater to the need of professionals in Financial Technology sector. GSMS strives to adapt and constantly explore pedagogy to update the learning processes for its students to make them competitive, accountable, and effective individuals in society.

Vision of GSMS

- To Be an Institute of Excellence in Management Education by Developing Globally Competitive and Socially Responsible Professionals

Mission of GSMS

- To create an enriched environment for aspirants of management education who will bring a significant change in the society.
- To provide a transformational learning experience to nurture ideas, research and solution through innovative courses and pedagogy.
- To work in partnership with leading national & international higher educational institutes / organizations for collaborative research and innovation.

Programs @ GSMS	Intake
MBA (International Business)	60
MBA (Innovation, Entrepreneurship and Venture Development)	30
MBA (FinTech)	30
Bachelor of Business Administration	90
Post Graduate Diploma in Digital Marketing	15
Post Graduate Diploma in Hospital Management	30

About Anantyam

The name "Anantyam" is derived from Sanskrit and means endless or eternal (lasting or existing forever). It also signifies unlimited happiness. This newsletter is published bi-annually by the GTU School of Management Studies, in June and December. The newsletter provides updates and information on the School's progress toward achieving its goals. It informs various stakeholders about the activities carried out by students and faculty members and highlights the achievements of both students and staff. Anantyam is designed and developed by the students of the Media Committee of GSMS under the guidance of faculty coordinators.

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EVENTS & ACTIVITIES

Abhigam-2025: An Orientation Programme for BBA Batch 2025-29 Students



The GTU School of Management Studies organizes “Abhigam”, an annual orientation programme designed to warmly welcome newly admitted students across various programs at GSMS. This year, from 8th to 14th July 2025, the institute successfully hosted Abhigam 2025, marking the formal induction of the BBA Batch (2025–29) into the GTU- School of management studies family. The programme aimed to familiarize students with the academic environment, institutional values, and campus culture, setting a positive foundation for their journey ahead. A total of 153 persons attended Abhigam-2025 which included student as well as their parents. It also featured enriching sessions by esteemed experts including Mr. Maulin Pandya, Mr. Dhruv Saidava, Mr. Manish Motwani, Mr. Gajanan Pawar, Mr. Suhag Panchal, and Ms. Jitakshi Bhatt, who shared valuable insights to inspire and guide the new batch.



The orientation fostered meaningful interaction among students, parents, and faculty, reinforcing a sense of belonging and confidence as students embarked on their academic journey at GSMS.

EVENTS & ACTIVITIES

Abhigam-2025: An Orientation Programme for MBA Batch 2025-27 Students

Abhigam – 2025 Orientation Programme was organized by GTU – School of Management Studies from 5th to 8th August 2025 for the incoming batches of MBA (International Business), MBA (FinTech), and MBA (Innovation, Entrepreneurship & Venture Development). A four-day programme welcomed over 100 students and aimed to familiarize them with the institute’s academic environment, faculty, curriculum, and campus facilities. It blended inaugural sessions, expert talks, ice-breaking activities, group discussions, interviews, and team-based games to build confidence, interaction, and professional skills. The programme successfully created a strong foundation for students by balancing academic orientation with experiential learning, teamwork, and peer bonding.



EVENTS & ACTIVITIES

International Seminar on Business Opportunities in Nigeria

An International Seminar on Business Opportunities in Nigeria was organized on 31st July 2025, providing students with valuable exposure to global trade dynamics. The seminar highlighted emerging market potential, trade relations, and cross-border business opportunities, helping participants gain a broader perspective on international business and global market expansion.



Abhigam-2025 An Orientation Programme for PGDDM & PGDHM Students

On 3rd August 2025, the GTU-School of Management Studies celebrated Abhigam-2025, an orientation programme to welcome the new students of PGDDM and PGDHM and introduce them to the culture, goals, and academic learning environment of the institute. The programme included introductory sessions, faculty interactions, and student engagement activities aimed at familiarizing newcomers with academic expectations and campus life.



EVENTS & ACTIVITIES

Plantation Drive for Green & Healthy Environment One student - One Plant

The Plantation Drive for a Green & Healthy Environment, under the “One Student – One Plant” initiative, was held on 7th August 2025 at the GTU-School of Management Studies. The event was conducted by the BBA students, promoting awareness and commitment to sustainability. The drive encouraged active student participation in environmental conservation and emphasized the importance of eco-friendly practices on campus.



Interactive Seminar on Education Opportunities at France

On 19th August 2025, an interactive seminar on education opportunities in France was organized for the students. The session offered valuable insights into global learning pathways, higher education options, and future international career opportunities, helping students explore academic prospects beyond national boundaries. The seminar also guided students on admission processes, scholarships, and cultural exposure, enabling informed decision-making for overseas education.



EVENTS & ACTIVITIES

Sports Club Activity

“Aapni Ramato Aapni Sathe” was organized at the GTU-School of Management Studies, Basketball Court on 6th September 2025. Students actively engaged in various activities that encouraged energy, coordination, and teamwork. The event highlighted the importance of physical fitness, cultural connection, and community spirit, fostering enthusiasm and collective participation among students.



Alumni Garba Evening

An Alumni Garba Evening was organized at the GTU-School of Management Studies Basketball Campus on 20th September 2025, bringing together students and alumni for a vibrant cultural celebration. The event beautifully reflected the spirit of togetherness and tradition, creating joyful moments and lasting memories through music, dance, and shared enthusiasm. The event beautifully reflected the spirit of togetherness and tradition, creating joyful moments and lasting memories through music, dance, and shared enthusiasm, while strengthening alumni–student bonding.



EVENTS & ACTIVITIES

Teachers' Day Celebration 2025

On 8th September 2025, celebrated Teachers' Day with great enthusiasm and creativity. Students showcased their knowledge and presence of mind through the energetic "Quiz-O-Mania" rounds, while the fun-filled "Ad-Mad Show" added excitement and laughter with its innovative and entertaining performances, making the celebration truly memorable. The event served as a heartfelt tribute to teachers, strengthening student-teacher bonds and fostering a joyful and appreciative learning environment.



Aaradhya-2025 A Student Development Workshop

From 9th September to 19th September 2025, GTU- School of Management Studies organized Aaradhya 2025, a unique student development workshop that blended learning with culture. The workshop encouraged participants to step into the role of instructors by teaching Garba, promoting leadership, confidence, and communication skills. Through music, movement, and collaboration, Aaradhya 2025 celebrated Gujarat's vibrant cultural rhythm while creating an engaging platform for peer learning and cultural expression.



EVENTS & ACTIVITIES

“CEO in Classroom” Lecture Series with Padma Shri Savjibhai Dholakia

On 10th September 2025, GTU - School of Management Studies organized a session under “CEO in Classroom” lecture series with Shri Savjibhai Dholakia, Chairman of Hari Krishna Exports Pvt. Ltd. He shared valuable insights on leadership, entrepreneurial mindset, and industry success. More than 250 students attended the session, which inspired them through real-life experiences and practical guidance, offering a deeper understanding of business ethics, perseverance, and professional growth.



Anti-ragging Awareness Programme 2025

On 4th September 2025, GTU-School of Management Studies organized the Anti-ragging Awareness Programme to ensure students feel safe, supported, and informed about their rights and responsibilities. The programme highlighted institutional policies, legal provisions, and reporting mechanisms, reinforcing a zero-tolerance approach toward ragging and promoting a respectful campus environment.



EVENTS & ACTIVITIES

An Expert Session on Financial Literacy Awareness by CDSL for MBA Female Students

On 12th September 2025, MBA female students participated in an insightful Financial Literacy Awareness Session conducted by CDSL. The session focused on strengthening understanding of personal finance, investments, and financial planning, helping students build confidence in managing their finances and making informed decisions for the future.



FinTech Olympiad

On 4th October 2025, GTU -School of Management Studies hosted the State Level Fintech Olympiad, jointly organized with the India FinTech Forum. The event promoted financial literacy and digital fluency through a FinTech Master Class and competitive rounds for students across Gujarat. It encouraged learning and skill-building, concluding with certificates and exciting prizes at both state and national levels.



EVENTS & ACTIVITIES

Anusandhan 2025- A State Level SIP Competition

On 10th October 2025, GTU-School of Management Studies hosted Anusandhan 2025, A State Level Summer Internship Project (SIP) Competition aimed at showcasing the research skills and industry learnings of MBA students. The event provided a platform for participants to present their internship findings and analytical insights before expert evaluators.



Expert Session on Demystifying B2B Sales

On 13th October 2025, Mr. Alpesh Patel, Founder of GTM Simplified, conducted an expert session on “Demystifying B2B Sales” at GTU – School of Management Studies, offering practical insights into strategic selling and modern B2B market dynamics.



EVENTS & ACTIVITIES

Visit to Ahmedabad International Book Fair

On 15th November 2025, GTU-School of Management Studies students visited the Ahmedabad International Book Fair, immersing themselves in a vibrant world of literature, stories, and knowledge. The visit offered an enriching experience, inspiring students to explore diverse genres and new ideas.



Pre-placement Talk For Students of MBA (IB)

On 20th November 2025, Alpha-e Barcode Solutions conducted a pre-placement talk for MBA (IB) Semester 3 students. The session offered guidance on job roles, key skills, and the recruitment process, along with practical industry insights. It helped students boost their confidence and prepare effectively for upcoming placement opportunities.



EVENTS & ACTIVITIES

Expert Session on Investment and Live Trading Strategies

On 25th November 2025, an expert session on Investment and Live Trading Strategies was conducted by Mr. Ravi Bhatt for MBA (IB) Finance students. The session provided practical insights into investment planning and trading techniques. It helped students enhance their understanding of financial markets and develop effective trading strategies.



Expert Session on Portfolio Matrix: BCG & TOWS

On 28th November 2025, Dr. A.G.V. Narayan, Director of Jansons School of Business, Coimbatore, conducted an expert session for MBA (IB) Semester 3 students on portfolio analysis. The session focused on strategic tools such as the BCG Matrix and TOWS Analysis, providing students with practical insights into evaluating business portfolios and formulating effective strategies.



Expert Session on Technical Analysis

On 28th November 2025, Mr. Yog Joshi conducted an expert session on Technical Analysis for MBA (IB) Finance students. The session provided practical insights into charting techniques, trend analysis, and market indicators, equipping students with essential skills to make informed investment and trading decisions.



EVENTS & ACTIVITIES

Expert Session on Cultural Diversity & Business Practises



On 28th November 2025, Dr. Hemant Trivedi, Director of the MBA Program at Charutar Vidya Mandal University, conducted an expert session for MBA (IB) Semester 1 students on Cultural Diversity and Business Practices, highlighting the importance of cultural understanding in global business.

Expert Session on Basic Financial Modeling in Excel

On 6th December, Dr. Nishant Agarwal conducted an expert session for MBA (IB) Semester 3 Finance students on Basic Financial Modeling in Excel. The session focused on Excel-based financial modeling techniques, forecasting methods, and financial data interpretation, providing students with practical insights into building financial models & strengthening analytical & decision-making skills.



GIFT City and IFSC Lecture Series



On 12th December, the GIFT City and IFSC Lecture Series was conducted for MBA (IB) semester 1 & 3 students and MBA (FinTech) students featuring eminent speakers Mr. Shekhar Tejwani (Business Development Department) and Mr. Yogesh Bobade (SEZ Department). The session focused on the functioning of GIFT City and IFSC, highlighting opportunities, regulatory frameworks, career prospects in international finance & business services.



Industrial Visits

Industrial Visit at Tastea Anand Namkeen Pvt. Ltd.

On 21st August, BBA Semester 3 students participated in an industrial visit to Tastea Anand Namkeen Pvt. Ltd., Banaskantha, gaining practical exposure to food manufacturing processes, quality control, and operational management, thereby connecting academic learning with real-world industry practices.



Industrial Visit at Croma by MBA(IB) Students

On 1st September, MBA (IB) Semester 3 (Marketing and HR) students visited the Croma store, gaining hands-on insights into retail operations, customer engagement, visual merchandising, and HR practices, effectively linking academic concepts with real-world retail management experience.



Industrial Visits

Industry Visit and Academic Exposure at Adani Ports

On 5th and 6th October 2025, MBA(IB) & MBA(FinTech) students participated in an industrial visit to Adani Port in Mundra, Kutch, gaining practical exposure to port operations, international trade, and logistics management. The visit provided valuable insights into large-scale infrastructure management, supply chain coordination, and real-world logistics practices, enhancing students' understanding beyond classroom learning.



Industrial Exposure at Khadhyia Khaurak

On 15th December 2025, MBA(IB) Semester 3 Marketing students visited Khadhyia Khurak 2025, gaining practical insights into the food industry. The visit provided exposure to product marketing, consumer trends, and industry practices, helping students connect classroom learning with real-world applications.



Industrial Visits

Industrial Visit to Vasant Masala by MBA(IB) Students

On 21st December 2025, MBA(IB) Semester 1 students visited Vasant Masala as part of an educational industrial tour. The visit offered hands-on exposure to manufacturing processes, quality control practices, and overall business operations within the food industry, helping students connect classroom learning with real-world applications.



Exploring Financial Hubs: MBA (FinTech) Visit to GIFT City

On 23rd December 2025, MBA (FinTech) students visited GIFT City to gain practical exposure to financial operations, digital banking, and FinTech innovations. The visit provided insights into modern financial services and the functioning of an international financial hub.



Media Coverage

સ્કૂલ ઓફ મેનેજમેન્ટ સ્ટડીઝમાં ઓરિએન્ટેશન
(જીટીયુ)ના સ્કૂલ ઓફ મેનેજમેન્ટ સ્ટડીઝના બેચલર ઓફ બિઝનેસ એડમિનિસ્ટ્રેશન (બીબીએ)ના પ્રથમ વર્ષના સ્ટુડન્ટ્સ માટે ૮થી ૧૧ અને ૧૪ જુલાઈ એમ પાંચ દિવસ 'અભિગમ-૨૦૨૫' શીર્ષક હેઠળ ઓરિએન્ટેશન પ્રોગ્રામનું આયોજન કરાયું છે.

કેમ્પસ અપડેટ

જીટીયુમાં 'સીઈઓ ઈન ક્લાસરૂમ' સત્રમાં નેતૃત્વ મૂલ્યો-સફળતા અંગે પ્રવચન અપાયું

જીટીયુમાં 'સીઈઓ ઈન ક્લાસરૂમ' સત્રના ભાગરૂપે ધોળકિયા ફાઉન્ડેશન અને હરિ કૃષ્ણ એક્સપોર્ટ્સના સ્થાપક અધ્યક્ષ પદ્મશ્રી સવજી ધોળકિયાએ 'હીરા જેવા ભવિષ્યને આકાર આપો: નેતૃત્વ મૂલ્યો અને સફળતા' વિષયક પ્રવચનમાં વ્યવસાય અને સામાજિક જીવનની સફર વર્ણવી હતી. જેમાં નાની શરૂઆત, સંપન્ન દ્રષ્ટિ, મૂલ્ય અને લોકો-કેન્દ્રિત નેતૃત્વ કેવી રીતે વૈશ્વિક સાહસમાં પરિવર્તિત થયું તેનું વિસ્તૃત વિવરણ કર્યું હતું.

જી.ટી.યુ.નો નવોદિત અભિગમ. સી.ઈ.ઓ. ઈન ક્લાસરૂમ



અને કારકિર્દી નિર્માણ સંબંધિત પ્રશ્નો પૂછીને સક્રિયપણે ભાગ લીધો હતો. શ્રી. ધોળકિયાએ દરેક પ્રશ્નો જવાબ વાસ્તવિક જીવનના ઉદાહરણો સાથે આપ્યો, જેનાથી યુવાનોના મન પર ઊંડી છાપ પડી. આ કાર્યક્રમમાં મુખ્ય આશ્રયદાતા તરીકે ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટીના માનનીય કુલપતિ ડૉ. રાજુલ કે. ગજ્જર ઉપસ્થિત રહ્યા હતા. કુલસચિવ ડૉ. કે. એન. ખેરે હરે કૃષ્ણ એક્સપોર્ટ્સની સમગ્ર ટીમનું સ્વાગત કર્યું. સ્કૂલ ઓફ મેનેજમેન્ટ સ્ટડીઝના ડિરેક્ટર ડૉ. પંકજરાય પટેલે સૌનો હૃદયપૂર્વક આભાર માનીને સત્રનું સમાપન કર્યું હતું. તેઓએ વિદ્યાર્થીઓને તેમના જ્ઞાન અને અનુભવોથી પ્રેરણા આપવા બદલ શ્રી ધોળકિયાની પ્રશંસા કરી. એકંદરે, આ સત્ર એક યાદગાર જ્ઞાનપ્રાપ્તિનો અનુભવ સાબિત થયો, જે વિદ્યાર્થીઓને "હીરાની જેમ" પોતાના ભવિષ્યને ઘડવા માટે મૂલ્યો, હિંમત અને નિશ્ચયને પોષવા માટે પ્રેરિત કરે છે. આ કાર્યક્રમમાં SMS BBA અને MBA ના લગભગ ૩૦૦ વિદ્યાર્થીઓએ વ્યાખ્યાન શ્રેણીમાં હાજરી આપી હતી.

અમદાવાદ ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી યાંદમેડા કેમ્પસ દ્વારા યુનિવર્સિટી કેમ્પસ ખાતે તેમની વ્યાખ્યાન શ્રેણી - "સીઈઓ ઈન ક્લાસરૂમ"ના વધુ એક સંગીન સત્રનું આયોજન કરવામાં આવ્યું હતું. સત્રનો વિષય હતો "હીરા જેવા ભવિષ્યને આકાર આપવો: નેતૃત્વ, મૂલ્યો અને સફળતા." મુખ્ય વક્તવ્ય ધોળકિયા ફાઉન્ડેશન અને હરિ કૃષ્ણ એક્સપોર્ટ્સ પ્રાઈવેટ લિમિટેડના સ્થાપક અને અધ્યક્ષ અને સામાજિક કાર્ય ક્ષેત્રે પદ્મશ્રી એવોર્ડ (૨૦૨૨) પ્રાપ્તકર્તા શ્રી સવજી ધોળકિયા દ્વારા આપવામાં આવ્યું હતું. બે કલાકના તેમના ધારદાર પ્રવચનમાં સવજી ધોળકિયાએ તેમના વ્યવસાય અને સામાજિક જીવનની સમગ્ર સફર વર્ણવી હતી. કેવી રીતે એક નાની શરૂઆત સંપન્ન દ્રષ્ટિ, સખત મહેનત, મૂલ્યો અને લોકો-કેન્દ્રિત નેતૃત્વ દ્વારા વૈશ્વિક સાહસમાં પરિવર્તિત થઈ તેનું વર્ણન કર્યું હતું. તેમણે તેમના અંગત અનુભવોને મેનેજમેન્ટ, નેતૃત્વ, નીતિશાસ્ત્ર અને સામાજિક જવાબદારીના મુખ્ય પાસાઓ સાથે સુંદર રીતે જોડ્યા, વિદ્યાર્થીઓને પાઠ્યપુસ્તકોથી આગળ વ્યવહારુ પાઠ આપ્યા. વિદ્યાર્થીઓએ ઉદ્યોગસાહસિકતા, નેતૃત્વ પડકારો

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gtusms Leadership lessons from a visionary – Shri Savjibhai Dholakia's powerful session at GTU, where students gained...

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gtusms

gtusms A State Level Fintech Olympiad Where technology meets finance

gtusms

gtusms Anusandhan 2025 was a day filled with learning, innovation, and inspiration!

Startup Story



BambicBloom was founded by Krutagna Tandel, Aadit Soni, Hemali Chavda, and Vidhi Bhanusali, the vision of bringing eco-conscious, nature-friendly alternatives into everyday living. Motivated by growing concerns over plastic pollution and its irreversible environmental impact, the founders identified bamboo as a renewable, durable, and sustainable resource capable of replacing single-use plastic bottles. Within the entrepreneurial ecosystem of the MBA IEV program at GTU. This journey also led to the

creation of the Green Bottle Movement, an awareness initiative encouraging individuals, campuses, & communities to switch to sustainable hydration habits and reduce their plastic footprint. The movement promotes the belief that meaningful environmental change can begin with something as simple as the bottle one carries. Supported by the student startup and Innovation Policy (SSIP) and strengthened through mentorship from GTU faculty, industry experts, and bamboo artisans, BambicBloom evolved into a responsible green venture that blends eco-innovation with traditional craftsmanship. Its mission is centered on creating environmentally responsible, high-utility products while uplifting local artisan communities engaged in bamboo work. The initiative reflects the growing culture of innovation and entrepreneurship at GTU.



“Join the movement towards a greener planet”

As the venture continues to expand through exhibitions, digital outreach, and campus events, BambicBloom is steadily emerging as a symbol of conscious living—championing sustainability, community empowerment, and a greener future through the spirit of the Green Bottle Movement. What began as an academic idea has now emerged as an expanding eco-innovation movement—founded by four young innovators and nurtured through passion, purpose, and the supportive GTU startup ecosystem.



Achievements of Students



Ms. Khyati Barot, a BBA 2nd year student, successfully participated in a Music Training Camp held from 22nd August to 28th August 2025 at Shree Somnath Sanskrit University, Veraval. The training camp provided participants with structured learning and practical exposure in music, focusing on improving technical skills, rhythm, and overall performance. Her participation in this week-long camp contributed to her artistic development and reflects her commitment to co-curricular learning alongside her academic pursuits.

Mr. Sarbraj Singh Gill, Mr. Chirag Sahu, Ms. Sneha Rathod, Ms. Muskan Yadav, and Ms. Nidhi Sukhadiya, BBA 2nd year students, successfully presented a poster at a National Level Poster Competition on “AI-Powered Research & Innovation”, held on 19–20 September 2025, organized by Gujarat Technological University.



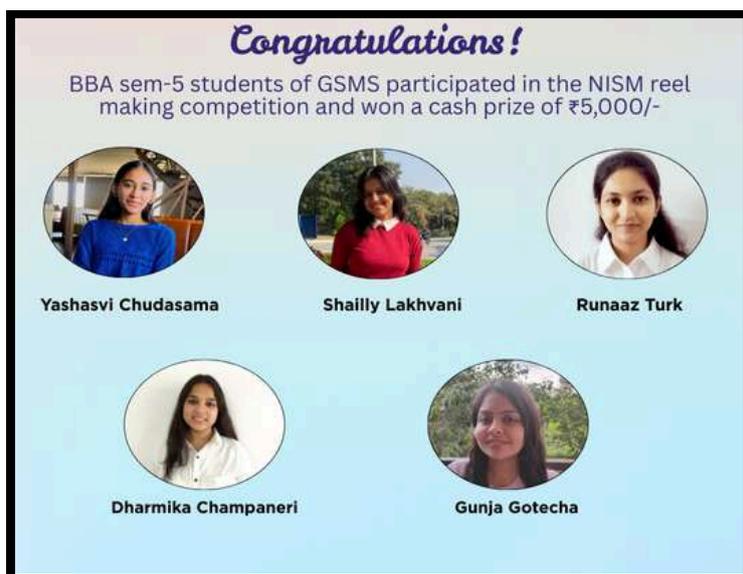
Mr. Himanshu Sharma, a 2nd year BBA student, secured 1st Runner-Up in the On-the-Spot Painting Competition at the State Level GTU Youth Festival – XITIJ 2025 by creating a cityscape painting based on the theme “A Rainy Day,” showcasing his creativity and artistic expression.

Achievements of Students



Mr. Tishan Ghosh, an MBA (IB) 1st year student, actively participated in the Diwali Cultural Fest, organized by WOSY (World Organisation of Students and Youth) in collaboration with GU, under the Cultural Programs category on 3rd November 2025. His participation reflected enthusiasm for cultural engagement and contributed to the vibrant celebration of traditional values through student involvement.

Ms. Madhvi Maheshwari a BBA 1st year student, has successfully passed the qualifying examination conducted by the Nihon Shotokan Karate Association India and has been promoted to the rank of 8th KYU Yellow Belt. This achievement reflects her dedication, discipline, and commitment to continuous skill development. Her accomplishment highlights active participation in sports and martial arts alongside academic pursuits.



BBA 3rd year students Ms. Shailly Lakhvani, Ms. Yashasvi Chudasama, Ms. Runaaz Turk, Ms. Dharmika Champaneri, and Ms. Gunja Gotecha won ₹5,000 in the National Level NISM Reel-Making Competition for their creative reel promoting financial literacy, investor education, and securities market awareness among youth. Their achievement reflects teamwork, creativity, and a strong understanding of contemporary financial awareness initiatives.

Achievements of Students



Mr. Rohit Khandelwal, Ms. Krisha Patel, and Mr. Ganesh Chaudhari, MBA (Fintech) Semester-1 students, have won the Best Research Paper Award at the 9th International Conference on Adapting to the Changing Landscape Through Sustainability & Indian Knowledge System, organized by Maharaja Ranjit Singh Group of Institutions, Indore.



Mr. Ishvaku Yoganandi and Mr. Prince Rathod, MBA (IB) 1st year students, participated in the 10-day NSS Adventure Camp 2025 held in McLeodganj, Himachal Pradesh, completing intensive mountaineering training and promoting leadership, teamwork, and national unity.



BBA Semester 3 students Ms. Mayuri and Ms. Grishma from GTU School of Management Studies achieved First Prize in the AI Powered Research and Innovation event. They showcased outstanding research and innovative thinking. Their excellent performance earned them a cash prize of ₹40,000. Their achievement reflects the institution's strong focus on promoting research excellence, innovation, and practical learning among students.



Achievements of Students

Ms. Anjali Kumari and Mr. Rangrej Mahammadsahil (PG students), along with Mr. Chirag Pugalia and Ms. Helly Madia (UG students), proudly represented GTU – School of Management Studies at the Western Regional Level of the National Financial Literacy Quiz (NFLQ 2025), organized by the National Institute of Securities Markets (NISM). Their participation demonstrated strong financial knowledge and commitment to investor education and financial literacy initiatives.



Alumni Connect

Our alumnus Harshdeep Parmar from the PGDDM program achieved remarkable success by winning two Silver medals in Tennis Championship at the National Tournament and two Gold medals at the State Tournament. His achievement reflects dedication, discipline, and excellence, making GSMS proud. His accomplishments serve as an inspiration to current students, highlighting the importance of balancing academics with sports and personal growth.



Achievements of Faculty Members

Dr. Neela Multani successfully completed Faculty Induction Programme and obtained A Grade organized by the UGC-Malaviya Mission Teacher Training Center (MMTTC) of Central University of Haryana, from 12th June 2025 to 10th July 2025. The programme enhanced her teaching competencies, academic orientation, and professional development as a faculty member.



Dr. Neela Multani participated in the Faculty Development Programme on Nurturing Future Leadership Programme under the aegis of Malaviya Mission Teacher Training Programme held during 1st to 5th September 2025 at the Indian Institute of Management Tiruchirappalli. Her participation reflects a commitment to continuous professional development and academic leadership.

Dr. Radhika Gaurang Shah participated in the Faculty Development Programme on Nurturing Future Leadership Programme under the aegis of Malaviya Mission Teacher Training Programme held during 1st to 5th September 2025 at the Indian Institute of Management Tiruchirappalli. The programme focused on developing leadership skills, academic governance, and institutional excellence among faculty members.



Achievements of Faculty Members



Dr. Neela Multani participated in “AI for Educators-2025”, a nation-wide faculty development campaign by Swayam Plus, Ministry of Education, in collaboration with Intel India, from August 18 to October 22, 2025. The programme aimed at strengthening faculty capabilities in integrating artificial intelligence into teaching and learning practices.

Mr. Rajan Modha successfully presented his research paper titled “Bridging Borders: Comparative AI Finance Regulation in India, EU, and the US” at the Twenty Third AIMS International Conference on Management, organized at IIM Shillong during December 3–5, 2025. The presentation contributed to scholarly discussions on global regulatory frameworks for AI in the financial sector.



A Certificate of Appreciation is awarded to Dr. Neela Multani in recognition of her role as mentor for the NPTEL Online Certification course English Language for Competitive Exams for July-December 2025 semester. The certificate acknowledges her dedicated mentorship and commitment to enhancing students’ language proficiency and exam readiness.

Achievements of Faculty Members

The certificate is awarded to Dr. Neela Multani for successfully completing a 4-week course “Gender Justice and Workplace Security” with a gold medal offered by IIT Kharagpur on Swayam NPTEL platform during Aug-Sep 2025. The course enhanced her understanding of gender justice, workplace ethics, and inclusive organizational practices.



Dr. Neela Multani awarded a certificate of achievement for successfully participating in Power BI Webinar series organized by Microsoft and completing Power BI Project during October 2025. This achievement highlights her practical skills in data analysis and dashboard development. The programme further strengthened her ability to apply data-driven insights in academic and research contexts.

Dr. Neela Multani presented the paper titled “Bibliometric Analysis of Workplace Ostracism Research” co-authored by Dr. Pankajray Patel and Ms. Nisha Makwana at International Conference on Sustainability, Inclusiveness, and Social Entrepreneurship (ICSISE) 2025 organized on 11th & 12th December 2025 by Shanti Business School, Ahmedabad.



The presentation contributed to academic discourse on workplace behavior and emerging research trends in organizational studies.

Achievements of Faculty Members

Dr. Kaushal Bhatt has participated in the FINCON-2025, International Financial Security and Management Conference organized by National Forensic Science University, Gandhinagar during 28th & 29th August, 2025 and presented a paper.



Dr. Kaushal Bhatt has successfully participated in the one day workshop on theme 'Reimagining well-being in Indian Education through Human-Centred Campuses' organized by QS I-GAUGE on 12th December, 2025.



Dr. Kaushal Bhatt has participated in the two days workshop on 'Building a stronger IQAC: strategies for sustainable quality enhancement' organized by State Quality Assurance Cell, Education Department, Government of Gujarat during 14th and 15th October, 2025. The workshop focused on strengthening internal quality assurance mechanisms and promoting continuous quality improvement in higher education institutions.



Achievements of Faculty Members

GSMS faculty members awarded research grants under the GTU IQAC Seed Money Scheme for innovative research projects, August 2025.

Name of Principal Investigator	Name of CO Investigator	Research Title	Grant Sanctioned Amt in INR (₹.)
Dr. Kaushal Bhatt	Dr. Neela Multani	Feasibility Study on offering Engineering Education in Regional (Gujarati) Language at Technical Institutes of Gujarat	₹ 100,000
Ms. Sweta Padh	Dr. Krishnaba Vaghela	A Study on Operational Efficiency of OutPatient Department at Primary Health Centers of Gujarat	₹ 100,000
Dr. Priyanka Bhatt	Mr. Pruthil B. Desai	The study of accessibility to Mental Health Services in Gujarat's Higher Educational Institutions	₹ 100,000
Dr. Neela Multani	Dr. Pankajray Patel & Ms. Nisha Makwana	Investigating Workplace Ostracism and Its Impact on Educators' Behaviour in Academic Institutions	₹ 100,000
Dr. Tusharkumar K. Panchal	Dr. Pankajray Patel	Assessment of Individual Entrepreneurial Orientation (IEO) among students of HEIs in Gujarat	₹ 100,000
Ms. Medha Vyas	Dr. Kaushal Bhatt	A study on Digital Financial Literacy and Inclusion among the users of Digital Banking Services from selected rural areas of Gujarat State.	₹ 100,000

Photo Gallery





Photo Gallery



Photo Gallery



Photo Gallery



Photo Gallery



PROGRAM EDUCATIONAL OBJECTIVES (PEO)

1. **PEO1 Managerial Skills:** To inculcate the leadership abilities, team building attitude, adaptability towards working environment, strategic thinking and positive outlook among students.
2. **PEO2 Professionalism:** To develop the professional attitude among students to undertake responsibility, accountability and multidisciplinary approach while performing duties at the workplace.
3. **PEO3 Effective Communication and Networking:** To equip the students with the ability to maintain interpersonal relations and to create a network of enthusiastic experts of respective fields with the help of effective communication.
4. **PEO4 Values and Professional Ethics:** To provide students with a value based academic environment for enhancing the quality of being honest and having strong moral principles to build an ethical society.

PROGRAM OUTCOME (PO)

1. **PO1** – Apply knowledge of Management theories and practices to solve business problems.
2. **PO2** – Foster Analytical and critical thinking abilities for data-based decision making.
3. **PO3** – Ability to develop Value based Leadership ability.
4. **PO4** – Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. **PO5** – Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment





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